BPEN82MA

R. J. REYNOLDS TOBACCO COMPANY
BUSINESS PLANNING AND EXECUTION

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DATE: 98-03-11
TIME: 01:44 PM

PROMOTION : 800925 CAM MAY B2G SPECIAL PRICE (.85 PROMOTION SUMMARY REPORT
DRIVE PERIOD: 80500

	NO OF ACCOUNTS	TOTAL SKUS	TOTAL OFFERS	ALLOCATION CASES	ALLOCATION OFFERS
16XXXX 16 BUFFALO REGION					
				1,410	211,500
VAP					
CHAIN	1,753	3,089	92,670		
INDEPENDENTS	1,512	2,106	63,180		
VAP TOTAL	3,265	5,195	155,850		
NON-VAP					
CHAIN	106	157	4,710		
INDEPENDENTS	190	270	8,100		
NON-VAP TOTAL	296	427	12,810		
TOTAL CHAINS	1,859	3,246	97,380		
TOTAL INDEPENDENTS	1,702	2,376	71,280	TOT COMMITTED:	168,660
TOTAL ACCOUNTS	3,561	5,622	168,660	TOT REMAINING:	42,840

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Removed Non-VAP Ind.

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Source: https://www.industrydocuments.ucsf.edu/docs/qscn0000